



WTIC-TV

ORDER

Print Date 10/08/12

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Flight Dates 10/09/12-10/15/12

Contract / Revision 397158 /

Original Date / Revision
10/07/12 10/08/12

Advertiser Democratic Senatorial Camp

Agency Great American Media

Buying Contact

3050 K St NW
Washington, DC 20007

Product

DSCC IE

Agency Com 15%

Billing Contact

3050 K St NW
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1991

Alt Order # 06365632

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 100% Market Value 67925

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	%	0
4WVIT	%	0
5WTNH	%	0
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	60	\$57,736.25	\$67,925.00	0.00	10/01/12	10/15/12	60	\$57,736.25	\$67,925.00
Totals	60	\$57,736.25	\$67,925.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/09/12	10/12/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	- TWTF - -	:30	3	\$200.00	03	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	- TWTF - -		3		\$200.00		0.00					
E 2	61	10/09/12	10/12/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	- TWTF - -	:30	4	\$1,800.00	03	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	- TWTF - -		4		\$1,800.00		0.00					
E 3	61	10/09/12	10/12/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	- TWTF - -	:30	3	\$200.00	03	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	- TWTF - -		3		\$200.00		0.00					
E 4	61	10/09/12	10/12/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	- TWTF - -	:30	3	\$200.00	03	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	- TWTF - -		3		\$200.00		0.00					
E 5	61	10/09/12	10/12/12		CM	4p-5p	- TWTF - -	:30	2	\$425.00	03	0.00	NM	2	\$850.00



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Contract / Revision **397158** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/07/12/ 10/08/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Carr** Product **DSCC IE**Estimate # **1991**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4p-5pm											
				M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	2		\$425.00		0.00						
E 6	61	10/09/12	10/12/12	M-F 6p-630p	CM	6p-630p	- TWTF - -	:30	4	\$650.00	03	0.00	NM	4	\$2,600.00
				M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$650.00		0.00						
E 7	61	10/09/12	10/12/12	M-F 6a-7a	CM	6a-7a	- TWTF - -	:30	4	\$400.00	03	0.00	NM	4	\$1,600.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$400.00		0.00						
E 8	61	10/09/12	10/12/12	M-F 630p-7p	CM	630p-7p	- TWTF - -	:30	4	\$650.00	03	0.00	NM	4	\$2,600.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$650.00		0.00						
E 9	61	10/09/12	10/12/12	M-F 7p-730p	CM	7p-730p	- TWTF - -	:30	4	\$1,000.00	03	0.00	NM	4	\$4,000.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$1,000.00		0.00						
E 10	61	10/09/12	10/12/12	M-F 7a-8a	CM	7a-8a	- TWTF - -	:30	4	\$400.00	03	0.00	NM	4	\$1,600.00
				M-F 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$400.00		0.00						
E 11	61	10/09/12	10/12/12	M-F 730p-8p	CM	730p-8p	- TWTF - -	:30	4	\$1,300.00	03	0.00	NM	4	\$5,200.00
				M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$1,300.00		0.00						
E 12	61	10/09/12	10/12/12	M-F 8a-9a	CM	8a-9a	- TWTF - -	:30	4	\$350.00	03	0.00	NM	4	\$1,400.00
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	4		\$350.00		0.00						
E 13	61	10/15/12	10/15/12	Mon Prime B	CM	9p-10p	1 - - - - -	:30	1	\$6,500.00	03	0.00	NM	1	\$6,500.00
				Mob Doctor											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1 - - - - -	1		\$6,500.00		0.00						
E 14	61	10/11/12	10/11/12	Thur Prime A	CM	8p-9p	- - - 1 - - -	:30	1	\$6,000.00	03	0.00	NM	1	\$6,000.00
				X-Factor											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - 1 - - -	1		\$6,000.00		0.00						
E 15	61	10/11/12	10/11/12	Thur Prime B	CM	9p-1030p	- - - 1 - - -	:30	1	\$6,000.00	03	0.00	NM	1	\$6,000.00
				Debate											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - 1 - - -	1		\$6,000.00		0.00						
E 16	61	10/09/12	10/09/12	Tue Prime A	CM	8p-9p	- 1 - - - - -	:30	1	\$7,000.00	02	0.00	NM	1	\$7,000.00
				Raising Hope/Ben & Kate											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- 1 - - - - -	1		\$7,000.00		0.00						
E 17	61	10/10/12	10/10/12	Wed Prime Rotator	CM	8p-10p	- - 1 - - - -	:30	1	\$6,000.00	03	0.00	NM	1	\$6,000.00
				X-Factor											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Hiatus Dates

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Order Sep 00:15:00

Advertiser **Democratic Senatorial Carr** Product **DSCC IE**Estimate # **1991**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 17	61	10/10/12	10/10/12	Wed Prime Rotator X-Factor	CM	8p-10p	-- 1----	:30	1	\$6,000.00	03	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-- 1----					1	\$6,000.00		0.00			
E 18	61	10/15/12	10/15/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	1-----	:30	1	\$200.00	03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$200.00		0.00			
E 19	61	10/15/12	10/15/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	1-----	:30	1	\$1,800.00	03	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$1,800.00		0.00			
E 20	61	10/15/12	10/15/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	1-----	:30	1	\$200.00	03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$200.00		0.00			
E 21	61	10/15/12	10/15/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-----	:30	1	\$200.00	03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$200.00		0.00			
E 22	61	10/15/12	10/15/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$425.00	03	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$425.00		0.00			
E 23	61	10/15/12	10/15/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$650.00	03	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$650.00		0.00			
E 24	61	10/15/12	10/15/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$400.00		0.00			
E 25	61	10/15/12	10/15/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	1-----	:30	1	\$650.00	03	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$650.00		0.00			
E 26	61	10/15/12	10/15/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$1,000.00	03	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$1,000.00		0.00			
E 27	61	10/15/12	10/15/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$400.00		0.00			
E 28	61	10/15/12	10/15/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$1,300.00	03	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$1,300.00		0.00			
E 29	61	10/15/12	10/15/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:15:00

Advertiser **Democratic Senatorial Carr** Product **DSCC IE**

Estimate # **1991**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 29	61	10/15/12	10/15/12	M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$350.00	03	0.00 NM	1	\$350.00	
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----			1			\$350.00		0.00			
													Totals	60 \$67,925.00	